



France Market Profile

This summary provides the most up-to-date data available on France as it relates to their people and economy, travel related motivations and planning behavior and French visitor profile specific to Arizona.

GENERAL COUNTRY PROFILE

POPULATION:

67 million

INFLATION RATE:

0.6%

EXCHANGE RATES (EUR PER USD):

.7489

GROSS DOMESTIC PRODUCT (GDP):

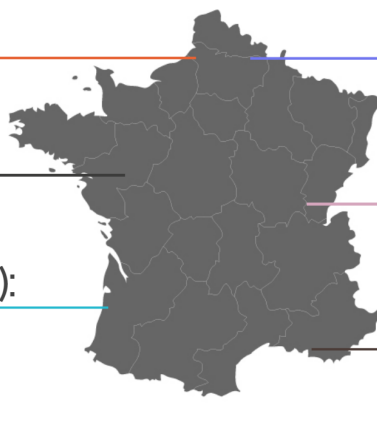
\$2.6 trillion (0.4% annual growth rate)

EXPORTS:

\$583 billion

UNEMPLOYMENT RATE:

10.2%



Source:
The World Fact Book, reporting 2014 data

TRAVEL MOTIVATION AND PLANNING



Top Travel Motivators

63% Local Lifestyle

56% Cultural Historical Attractions

40% Beaches/Seaside Attractions

36% Ecotourism/ Urban Attractions/ Nightlife



Source used in Destination selection for last leisure trip

64% Websites via computer or laptop

37% Information in printed travel guidebooks

36% Recommendation from family & friends



Advance Decision Time

17% Less than a month

17% 1 to 2 months

32% 3 to 5 months

27% 6 to 12 months

7% More than 1 year



Lodging Reservation made before leaving home

74% Yes

37% Internet Booking Service*

29% Travel Agency/Tour Operator/Travel Club

17% The Lodging Establishment Directly

4% Other

26% No

* assume "Internet Booking Service" is an Online Travel Agency (OTA).



How Air Reservations were Booked

49% Travel Agency/Tour Operator/Travel Club

27% Directly with Airline

23% Internet Booking Service*

4.2% Corporate Travel Department

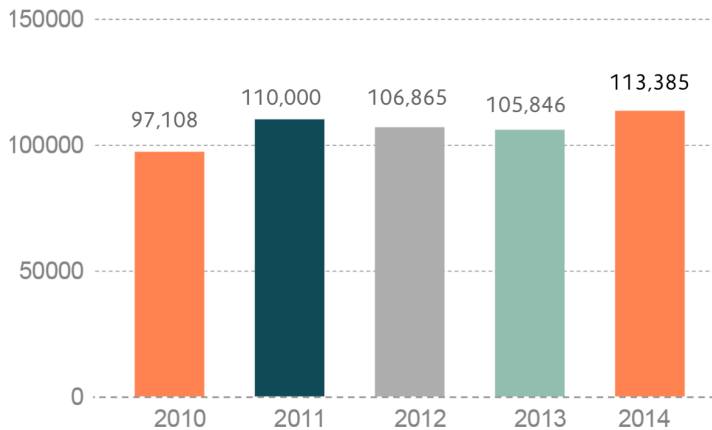
* assume "Internet Booking Service" is an Online Travel Agency (OTA).

Source:
Brand USA, reporting 2014 data
U.S. Dept. of Commerce - NTTO, reporting 2013- 14 aggregate data

FRENCH VISITATION TO ARIZONA



Visitation Volume to Arizona



Visitor Characteristics

43.0 years

Average Age

\$81,596

Average Household Income

2.7 persons

Average Party Size



Length of Stay

2.8

Nights in Arizona

17.7

Nights in U.S.



Port of Entry

54%

Los Angeles, CA

14%

San Francisco, CA

6%

New York, NY

4%

Chicago, IL

3%

Minneapolis/ St. Paul MN



Main Purpose of Trip

97% Leisure

91% Vacation Holiday

3% Visit Friends/Relatives

2% Education

3.2% Business

2.7% General Business

0.5% Convention/Conference/Trade Show



Transportation in U.S.

70%

Rented Auto

39%

City Subway/Tram/Bus

28%

Air travel between U.S. cities

25%

Bus between cities

16%

Taxicab/Limousine



Visa Credit Card Travel Spending

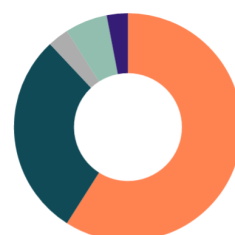
French Visa Card Spending ranked #5 in 2014 with 2.9% of total International Travel Spending in Arizona.

By Quarter



Q1: 14%
Q2: 23%
Q3: 48%
Q4: 15%

By Arizona Region



Northern: 59%
Phoenix & Central: 29%
West Coast: 3%
Tucson & Southern: 6%
North Central: 3%



Accommodations*

92%

Hotel/Motel

3%

Private Home

8%

Other

* since this is collected through a survey, there is no indication if this is paid or non-paid.

Source:

Tourism Economics, reporting 2010-2014 data

VisaVUE Travel, reporting 2014 data

U.S. Dept. of Commerce - NTTO, reporting 2013-14 aggregate data